



Digital Publishing Marketplace Edition

Matchbin created the Digital Publishing Marketplace Edition as an unparalleled solution for those developing a community focused website. Whether you are a newspaper, special interest group, or professional organization, our content management system has the features you need to drive traffic, keep people coming back and capitalize on your website.

One Complete Solution

Get the functionality of a high-end content management system usually reserved for major, corporate owned websites at a fraction of the price. Our low-cost solution makes it easy to establish an online presence, upload streaming audio & video and publish fresh content. Our content management system is simple, inexpensive and puts the power of professional multimedia publishing at your fingertips.

Content Management System (CMS)

- Multimedia functionality – video, slideshows, polls, articles, podcasts, etc
- Breaking news and automated online publishing options
- User generated content

Sales and Marketing

- Upfront/Ongoing webinar training on product and sales process
- Four-legged sales calls in local markets
- Local Business customer service/support – telephone/email
- Full marketing/promotion kits
- Sales support binders for sales team



Local Business Digital Advertising Solutions

- Online Business Directory
- Self Service websites for local businesses
- Featured Business “commercials”
- SEO/SEM solutions
- Video pre-roll, etc
- Call Tracking
- Mobile Coupons
- Local/National Banner ads
- Email/text message ads
- Self Service/Online Classifieds

Community Involvement

- Personal pages with multiple profiles – private/public
- Events – user created
- Groups, Clubs – Virtual gathering places
- Blogs, Forums, Chat rooms, confidential emails
- Invite a friend – viral marketing
- Email/text message blasts
- Prep/youth sports pages: player stats, rankings, etc.